

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method, comprising:
assigning a real-time communication reference to be included in telephone number to an advertiser;
~~providing an advertisement, the real-time communication reference to be used to~~
communicate with an on a media channel on behalf of the advertiser, the
~~advertisement including one of the telephone number and a reference to the~~
unique telephone number;
~~monitoring telephone calls to the telephone number~~ communications to the
communication reference; and
billing the advertiser for the advertisement in response to ~~telephone calls to the telephone~~
~~number~~ the communications.
2. (Currently Amended) The method of claim 1, ~~wherein the~~ further comprising:
providing the advertisement on at least one of: media channel is selected from the group
~~consisting of~~ a web-based channel, a telephone-based advertising service, an
email channel, an instant message channel, and an online chat channel.
3. (Original) The method of claim 1, further comprising providing an interface to facilitate creation of the advertisement.
4. (Original) The method of claim 3, wherein the interface is web-based.
5. (Currently Amended) The method of ~~claim 1~~ claim 36, wherein the communication
reference comprises a telephone number; and the billing further comprises billing a flat

fee ~~per call~~ to be paid by the advertiser per telephone call connected to the advertiser via the telephone number.

6-7. (Cancelled)

8. (Currently Amended) A system, comprising:

a first unit to assign a real-time communication reference to be included in telephone number to an advertiser;

a second unit to ~~provide the an~~ advertisement, the real-time communication reference to be used to communicate with an ~~on a channel selected by the~~ advertiser;

a third unit to monitor ~~telephone calls to the telephone number~~ communications to the communication reference; and

a fourth unit to bill the advertiser for the advertisement in response to ~~telephone calls made to the telephone number~~ the communications.

9. (Original) The system of claim 8, wherein the first unit comprises key word association logic to allow an advertiser to associate a key word with text of the advertisement.

10. (Original) The system of claim 8, wherein the first unit comprises bid for placement logic to allow the advertiser to bid for the placement of the advertisement within a results page generated by a search engine.

11. (Original) The system of claim 8, wherein the first unit comprises location determination logic which allows the advertiser to input a geographic location to be associated with the advertisement.

12. (Currently Amended) The system of claim 8, ~~wherein the second unit comprises~~ further comprising a syndication engine to syndicate the advertisement to ~~the channel~~ a channel for presentation.
13. (Cancelled)
14. (Currently Amended) The system of claim 8, wherein the first unit comprises telephone number auto generation logic to automatically generate the ~~unique~~ telephone number.
15. (Currently Amended) The system of claim 8, wherein the first unit comprises click to call button creation logic to create a button which when selected by a consumer who views the advertisement, causes a telephone call to the ~~unique~~ telephone number to be initiated.
16. (Currently Amended) The system of claim 8, wherein the third unit is configured to not bill for repeat telephone calls made from a same telephone to the ~~unique~~ telephone number, within a predefined period.
17. (Currently Amended) A computer-readable medium, having stored thereon a sequence of instructions, which when executed by a computer, cause the computer to perform a method comprising:
assigning a real-time communication reference to be included in ~~telephone number to an advertiser;~~
~~providing an advertisement,~~ the real-time communication reference to be used to
communicate with an ~~on a media channel on behalf of the advertiser, the~~
~~advertisement including one of the telephone number and a reference to the~~
~~telephone number;~~

monitoring ~~telephone calls to the telephone number~~ communications to the communication reference; and

billing the advertiser for the advertisement for ~~telephone calls to the telephone number~~ in response to the communications.

18-23. (Cancelled)

24. (Currently Amended) The method of ~~claim 23~~ claim 1, ~~wherein the~~ further comprising: providing the advertisement on a media channel is including an Internet.

25. (Cancelled)

26. (Currently Amended) The method of ~~claim 25~~ claim 1, wherein the reference includes a hyper-link to be selected by a customer to initiate a telephone call to the service provider.

27. (Currently Amended) The method of ~~claim 24~~ claim 1, further ~~including the~~ comprising: a first party providing advertisements on a media channel on behalf of multiple service providers, the advertisements to include at least a reference to a telephonic connection with the respective service providers; and
the first party collecting a fee from the respective service providers in response to a telephonic connection being established between the respective service provider and a customer.

28. (Currently Amended) The method of ~~claim 25~~ claim 1, ~~wherein the first party providing the advertisement includes~~ further comprising:

providing a reference to be selected by a customer to initiate a voice-over IP telephone call to the service provider.

29. (Currently Amended) The method of ~~claim 21~~ claim 1, ~~wherein~~ further comprising:
providing the advertisement ~~is provided~~ in response to a search ~~performed~~ submitted by a consumer.
30. (Cancelled)
31. (Currently Amended) The method of ~~claim 29~~ claim 1, ~~wherein~~ further comprising:
providing the advertisement ~~is provided~~ in response to a search ~~performed~~ submitted by a consumer for a subject matter.
- 32-34. (Cancelled)
35. (Previously Presented) The method of claim 3, further comprising:
receiving a bid from a first advertiser to place a corresponding advertisement in a prominent location on the media relative to a location without the bid;
comparing the bid from the first advertiser to bids from other advertisers; and
in response to the bid from the first advertiser being higher than the bids from the other advertisers, placing the corresponding advertisement in the prominent location.
36. (New) The method of claim 1, wherein the communications include telephonic communications.

37. (New) The method of claim 1, further comprising:
receiving a price bid from the advertiser;
wherein said billing the advertiser for the advertisement comprises billing the advertiser
for the advertisement according to the price bid received from the advertiser,
wherein the price bid received from the advertiser is not conditioned on the
telephone number.
38. (New) The method of claim 1, further comprising:
providing the advertisement on a digital video or audio program.
39. (new) The method of claim 1, wherein the communications comprise at least one of:
Voice over Internet Protocol (VoIP) communications, VoIP to VoIP, and VoIP to Public
Switched Telephone Network (PSTN).
40. (New) A method comprising:
in response to receiving requests from a set advertisers, assigning the advertisers with
separate communication references for their respective advertisements which can
be displayed concurrently;
monitoring for communications to the advertisers via the communication references; and
billing the advertisers for their advertisements in response to the communications.
41. (New) The method of claim 40, wherein the communications to the advertisers comprise
telephonic communications.

42. (New) A method, comprising:
- assigning a first communication reference to a first advertiser, the first communication reference to be used in a first advertisement;
 - assigning a second communication reference to a second advertiser, the second communication reference to be used in a second advertisement, wherein the second and first advertisements can be displayed concurrently;
 - monitoring communications to the first communication reference and communications to the second communication reference;
 - billing the first advertiser for the first advertisement in response to communications to the first communication reference; and
 - billing the second advertiser for the second advertisement in response to communications to the second communication reference.
43. (New) The method of claim 42, wherein the communications to the first communication reference comprise telephonic communications.
44. (New) The method of claim 42, wherein the first advertisement and the second advertisement are for a common field of service.
45. (New) A method, comprising:
- assigning to an advertiser a placement for an undefined advertisement and a communication reference for the advertisement;
 - monitoring communications to the communication reference; and
 - billing the advertiser for the advertisement in response to the communications.

46. (New) The method of claim 45, wherein the communications to the advertiser via the communication comprise telephonic communications.
47. (New) The method of claim 45, further comprising:
supporting the advertiser to define the advertisement, the advertisement to include the communication reference.
48. (New) A method, comprising:
assigning a communication reference to an advertiser to be included in an advertisement,
the communication reference assigned independent of a price to be paid by the advertiser for the advertisement;
monitoring communications to the communication reference; and
billing the advertiser for the advertisement in response to the communications.
49. (New) The method of claim 48, wherein the communications comprise telephonic communications.
50. (New) The method of claim 49, further comprising:
receiving advertisement information from the advertiser; and
providing an advertisement including the communication reference to identify the advertiser and the advertisement information for the advertiser.
51. (New) The method of claim 49, further comprising:
providing the advertisement on a media channel selected by the advertiser.

52. (New) The method of claim 49, further comprising:
receiving a price bid from the advertiser, the bid to be used to determine a placement for
the advertiser's advertisement relative to other advertisements;
wherein said billing the advertiser comprises billing the advertiser according to the price
bid.
53. (New) The method of claim 49, wherein the advertisement to be bid on by the advertiser
is exclusive of a communication reference when bid upon by the advertiser.
54. (New) The method of claim 49, wherein the communication reference is unique relative
to separate advertisers.
55. (New) The method of claim 49, wherein the communication reference is unique relative
to separate advertisements.
56. (New) The method of claim 49, wherein said assigning comprises assigning separate
communication references in response to requests from the separate advertisers.
57. (New) The method of claim 49, wherein the communication reference comprises a
telephone number, and the method further comprises avoiding billing the advertiser for
repeat telephone calls made within a predefined period from a same telephone number.
58. (New) A method, comprising:
providing a communication reference to be included in an advertisement for an
advertiser, without the advertiser having to bid to receive the communication
reference;

monitoring communications to the communication reference; and
billing the advertiser for the advertisement in response to the communications.